

California's Web Strategy: Setting the Stage for Your Agency's Brand

Stacey Walker

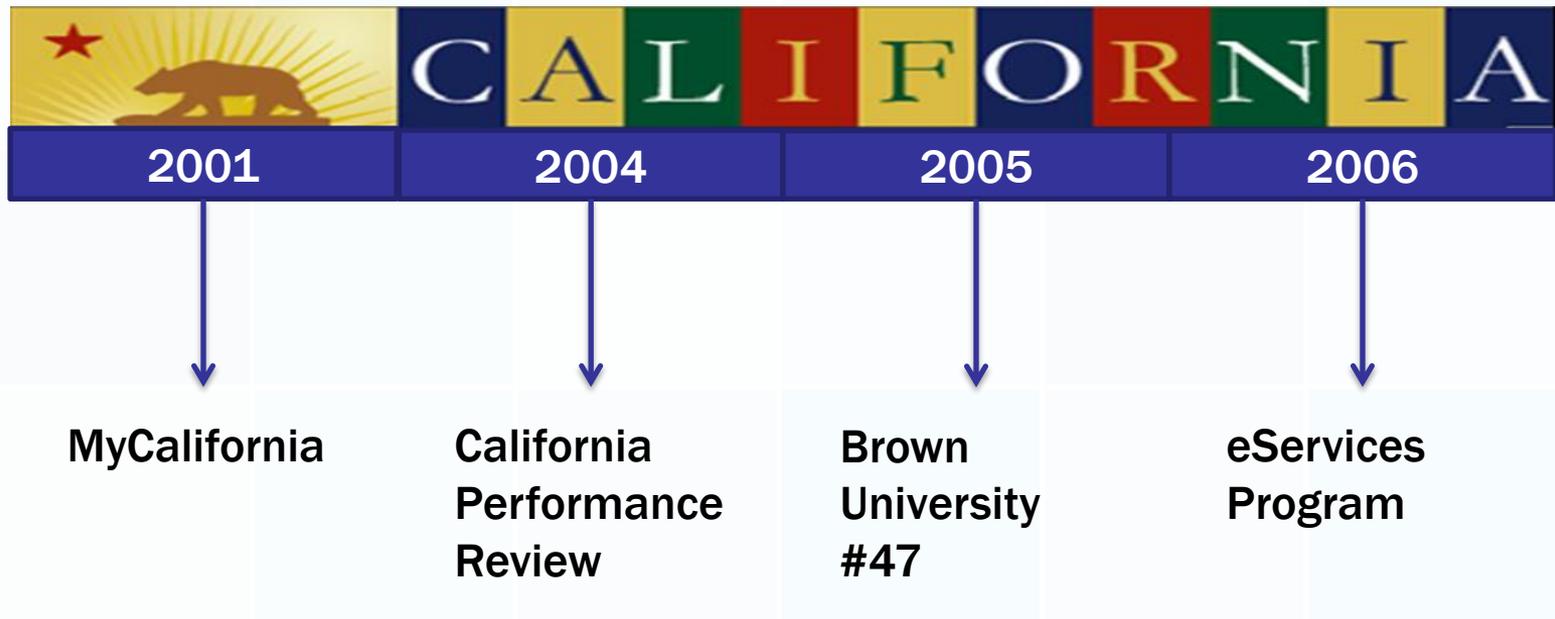
Office of Technology Services

October 2012

Objective

- Discuss history and background
- Describe California's online brand
- Review brand elements
- What's next?

History



CA.gov Over the Years



(c)1993

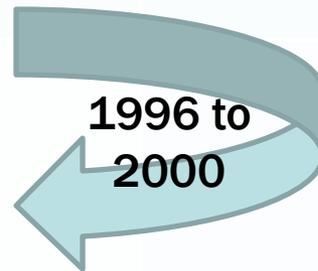
Welcome from Governor Pete Wilson



- Welcome from Governor Pete Wilson
- Competitive Government - Report
- Help Improve State Government
- State of the State Address - 1996
- Governor's Budget Summary
- "Getting Results" - Report

California State Information

- History, Culture, Economy



CALIFORNIA THE GOLDEN STATE CALIFORNIA GOVERNOR'S HOME PAGE

Department of Motor Vehicles

New to California? EADS Field Offices Vehicle Registration Personalized Plates Boat Information Driver Licenses Commercial Vehicles ID Card Forms Publications Vehicle Industry Other Services

Welcome to California

What's New

- On-line Renewal of Vehicle Registration Now Available! Renew Your Vehicle.
- Smog Impact Fee Refunds
- Check your vehicle's eligibility and get the refund.
- Motor Carrier of Property Permit Program Ensures safety & insurance requirements property.
- DMV of the Future A new initiative taking place now at DMV.
- California Clean Air Vehicle Decals Drive a single-occupant vehicle in the

CALIFORNIA

GOVERNOR GRAY DAVIS

AGRICULTURE BUSINESS EDUCATION EMERGENCY SERVICES EMPLOYEE RESOURCES ENVIRONMENT FAMILY FINANCIAL GOVERNMENT HISTORY & CULTURE INSURANCE PUBLIC SAFETY TECHNOLOGY TRANSPORTATION VETERANS WORKING

May Revise 2000-01 Governor's Budget

check out the details click here

California Medicare Recipients Can Now Obtain Prescription Drugs at Rates Far Below Retail

Governor Davis Cuts State Park Fees By Half

State Agencies

Topical, Keyword & Subject Indexes

California Law

Gov. Gray Davis Home Page

School Violence

Thinking of starting a business? Check out these resources.

Need Tax Help? Get answers to frequently asked questions. Find the tax forms and publications you need. Click on the link for tax preparation.

Payment Choices You may be able to pay your taxes with your credit card, with e-pay, or make installment payments.

Automatic Extension to File You are required to file an extension for your tax return. See more information about automatic extensions for individuals or businesses.

California Tax Information Center Find qualified income, payroll, sales and use, special and property tax information at the CA Tax Information Center.

File now! You can e-file your return 24x7x365 from 1/14/2000 thru 10/16/2000.

ESB Home Page | Search | Request Help | Electronic Services | Tax Asses | Education & Outreach | Other TDS

California State Parks CALIFORNIA HOME PAGE GOVERNOR'S HOME PAGE LOCAL RESOURCE AGENCY CERES

CalParks Home Travel Regions Visitor Basics Reservations

TRAVEL REGIONS

- Central Coast
- Central Valley
- Los Angeles
- Inland Empire
- Orange County
- San Diego
- Shasta-Cascade
- Gold Country
- North Coast
- San Francisco
- Bay Area
- High Sierra
- Deserts

Campsite and Tour Reservation Information

FIND A PARK A B C DEF GHI JKL MNO PQR ST VZ

Visitors FAQs

Send Us

WHAT'S NEW

News & Announcements

Jobs at State Parks

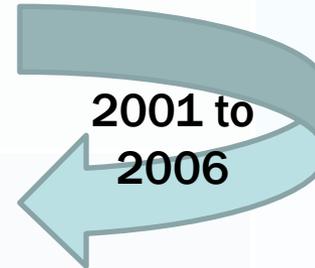
Picacho SSA

State Parks Fee Reduction

Underwater State Parks There's a little-known part of California State Parks that's completely underwater. It's the underwater parks program. Established in 1960 to preserve the best representative examples of California's natural underwater resources found in coastal and inland waters. The program also provided a variety of underwater recreational opportunities.

Alto Buervo

CA.gov Over the Years



Home Help SiteMap Register Login Tuesday, October 9, 2001

Welcome to **California**

Education and Training
Health and Safety
Business
Consumers and Families
Labor and Employment
Travel and Transportation
History and Culture of California
Government
Environment and Natural Resources

Online Services

Wireless Services
 Tax Refund Status
 DMV Appointments
 Vehicle Registration
 State Lottery
 Film CA Reimbursement Application
 State Park Campsite Reservations
 ▶ more...

Search
 How Do I...? Advanced Search

Governor Gray Davis
 Visit the Governor's New Home page

Personalize this page My California

State Phone Directory Go to Professional Professional Lic for Un Security

What's New

California Responds to Terrorism
 For latest State of California actions, and for information on donations and victim compensation to the [OES website](#) and click on Terrorism. Military leave information for state workers. [More...](#) Grief counseling available to state workers. [More...](#) Assistance to victims of terrorism-related hate crimes. [▶ more...](#)

Flex Your Power
 See energy saving tips, incentives, and information on how California is meeting the energy challenge. [▶ more...](#)

NEW California Snapshot Photo Contest Winning Photos

May 12, 2006 California Snapshot Photo Contest Winners

Home Help SiteMap Register Login Friday, October 20, 2006

Welcome to **California**

Education and Training
Business
Health and Safety
Consumers and Families
Labor and Employment
History and Culture of California
Travel and Transportation
Environment and Natural Resources
Government
How Do I...? Site Guide

Online Services

File Your Income Tax Return Online
 Pay Your Income Taxes Online
 File Your Sales and Use Tax Return
 Email, Paper and Cellular Notifications
 DMV Appointments
 State Lottery
 Handle Your Traffic Citations Online
 ▶ more...

Personalize this page My California

Handle Traffic Citations Online Professional Licensing for Unarmed Security Guards California Care Network

What's New

California Climate Change Portal
 Sponsored by the California Climate Change Center to combine information on the impacts of climate change on California and the state's policies relating to global warming. [▶ more...](#)

California Business Portal
 This website provides a portal to a number of resources for starting, growing, financing, expanding or relocating a business in California. [▶ more...](#)

File your California income tax return online...FREE!

GOVERNOR Schwarzenegger Click To Visit His Home Page

AMBER ALERT CALIFORNIA

Featured Links

- 2006-07 Budget
- 2006 Governor's Environmental and Economic Leadership Awards application now available
- California State Fire Information
- California Service Corps - Bear Responsibility for Your State
- California Taxpayer Advocates' Pamphlet (pdf)
- 2004 STAR Test Results
- Board of Governance - Streamline Sales Tax Project
- West Nile Virus Information
- National Do Not Call Registry
- Flex Your Power at the Pump

eServices Goals

- Fix the state portal
- Refresh the look-and-feel
- Fix search
- Fix accessibility problems
- Create templates

Usability Study (Circa 2006)

Users

- Direct observation of users performing tasks on the state portal
- 15 citizens and business owners
- Can they find the information?
- Can they complete the task?

State Agencies

- One-on-one interviews with agencies
- What did they like about the template?
- What didn't they like?



Usability Findings

Users

- State portal's purpose not clear
- Visual design was not effective and, in some cases, distracting
- Users spent a lot of time bouncing around – hesitant to click on anything
- Portal reflected the organizational structure of government
- Users had no idea when they exited the portal and entered an agency site
- 70% couldn't find things using search

State Agencies

- Branding and templates did not fit the needs of all agency sites
- Inconsistencies across agencies
- Banner took up too much space, and agencies couldn't include their branding
- Too restrictive – one or two columns, only one color choice
- Design was not accessible to people with disabilities

Example

CA Portal Site vs. State Agency Site

Home | Help | SiteMap | Register | Login Friday, October 20, 2006

Welcome to **California**

Education and Training

Business

Health and Safety

Consumers and Families

Labor and Employment

History and Culture of California

Travel and Transportation

Environment and Natural Resources

Government

How Do I...? Site Guide

May 12, 2006
California Snapshot Photo Contest Winners



1st Place, Adult - "Eagle Lake"
You are invited to take part in

Online Services

File Your Income Tax Return Online
Pay Your Income Taxes Online
File Your Sales and Use Tax Return
Email, Paper and Cellular Notifications
DMV Appointments
State Lottery
Handle Your Traffic Citations Online [more...](#)

Personalize this page My California

Handle Traffic Citations Online

Professional Licensing for Unarmed Security Guards

California Care Network

Search Help | Advanced Search

GOVERNOR Schwarzenegger
Click To Visit His Home Page

AMBER ALERT CALIFORNIA

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- 2006 Governor's Environmental and Economic Leadership Awards application now available
- California State Fire Information
- California Service Corps - Bear Responsibility for Your State
- California Treasurer Advocates' Panellet (pdf)
- 2004 STAR Test Results
- Board of Governance - Streamline Sales Tax Project
- West Nile Virus Information
- National Do Not Call Registry
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What's New

California Climate Change Portal
Sponsored by the California Climate Change Center to combine information on the impacts of climate change on California and the state's policies relating to global warming.
[more...](#)

California Business Portal
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[more...](#)

File your California income tax return online...FREE!

California Home Friday, October 20, 2006

Welcome to **California**

State Parks Home

Find A Park

Reservations & Fees

Adventures in Learning

About Us

Jobs

Press / Announcements

Publications

State Parks Store

Contact Us

Site Index

Related Links

Accessibility

Accessible Features

Aquatic Safety in California State Parks

Archaeology, History and Museums

California Office of Historic Preservation

California State Parks

Adventure No. 260
Marshall Gold Discovery State Historic Park

California State Parks
Discover the many states of California.

Public Feedback on Los Angeles State Historic Park Designs
After many hours of intense deliberations, the Committee members chose three finalists to move on to the next phase of the LASHP Design Competition. We invite the public to view the concept designs, hear presentations for the each of the final teams, and provide feedback!
[More...](#)

Sutter's Fort - Travel Back in Time to an Evening in November 1846
Tickets are now available for the Twenty-second Annual Sutter's Fort Evening Living History Program. This popular theater-like program takes place the evening of November 18, 2006 at Sutter's Fort State Historic Park in Sacramento.
[More...](#)

search

My CA | This Site

GOVERNOR Schwarzenegger
Click To Visit His Home Page

SECRETARY Mike Chrisman
Click To Visit His Home Page

Find A Park

Reservations

Video Gallery

Event Calendar

Parks Store

PROUD PARTNERS

Quick Hits:

- Department Archives
- FAQs
- Park Passes & Applications
- Quick Facts
- State Parks with Wi-Fi

Recommendations

- Create a **brand image** that conveys unity across all agency websites with state level branding
- Design a portal that **clearly tells** citizens what the website can do for them
- Create a design that is **flexible** enough to work for the various needs of the agencies
- Implement a **flexible banner** system that allows agencies to distinguish themselves but identify within the state of California
- Provide page templates that guide the agencies in implementing usable and consistent designs
- Provide designers **reusable resources** that facilitate implementation and encourage adoption
- Educate agencies on best practices and standards

The site should convey that it is THE place for all online government dealings

Logo Concepts

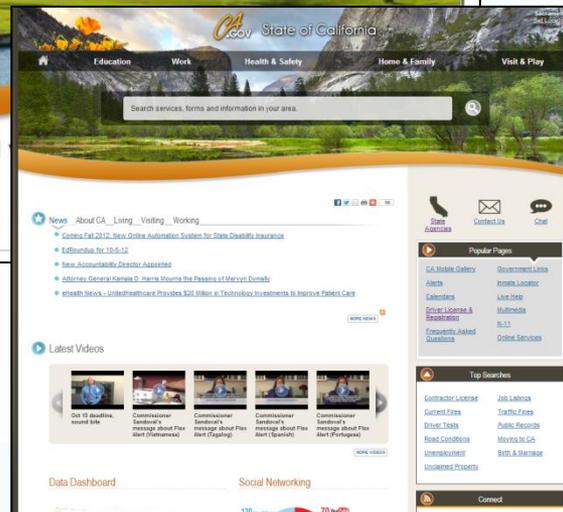


© 2006 Ryan Carney - rcarney@dfs.ca.gov

Elsa Dorado
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916 653-2869



CA.gov Today



California's Brand

- Strengthens the identity and visibility of California government's online presence
- Ensures citizens they are at a California government website
- Reduces complexity of government
- Allows state agencies the ability to market their own unique brands



Why Is Branding Important

- **11 million people visit CA.gov websites each month**
- **58% traffic comes from search**

| | Keyword |
|----|------------------|
| 1. | (not provided) |
| 2. | edd |
| 3. | dmv |
| 4. | ca dmv |
| 5. | california dmv |
| 6. | edd.ca.gov |
| 7. | healthy families |



- **58.44% Search Traffic**
11,833,189 Visits
- **16.39% Referral Traffic**
3,319,806 Visits
- **25.15% Direct Traffic**
5,091,928 Visits
- **0.02% Campaigns**
4,713 Visits

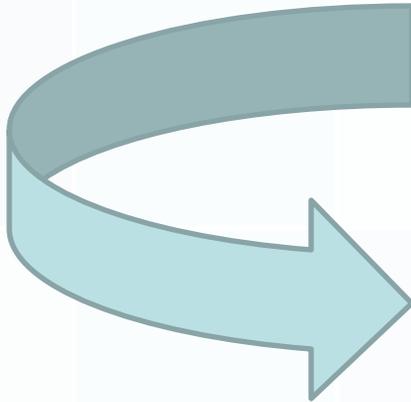
Whose Website Is it Anyway?

Google

ca dmv

Search

About 12,700,000 results (0.36 seconds)



[California Department of Motor Vehicles](http://www.dmv.ca.gov/)



www.dmv.ca.gov/

The Department of Motor Vehicle testing and monitoring of drivers
DMV's ...

[California DMV Guide - DMV.org: The CA DMV Made Simple](http://www.dmv.org/ca-california/)



www.dmv.org/ca-california/

DMV.org makes understanding the California Department of Motor Vehicles simple. Get quick access to **CA DMV** forms, practical regulations, and ...

[California Department of Motor Vehicles – California DMV Forms ...](http://driversed.com/dmv/california/California-dmv.aspx)



driversed.com/dmv/california/California-dmv.aspx

Your Online **California** Department of Motor Vehicles Guide - Find **DMV** Forms, **DMV** Manuals, **DMV** Publications, Drivers License Info.

[California DMV Guide by DMV.com - Fast and Easy](http://www.dmv.com/ca/california)

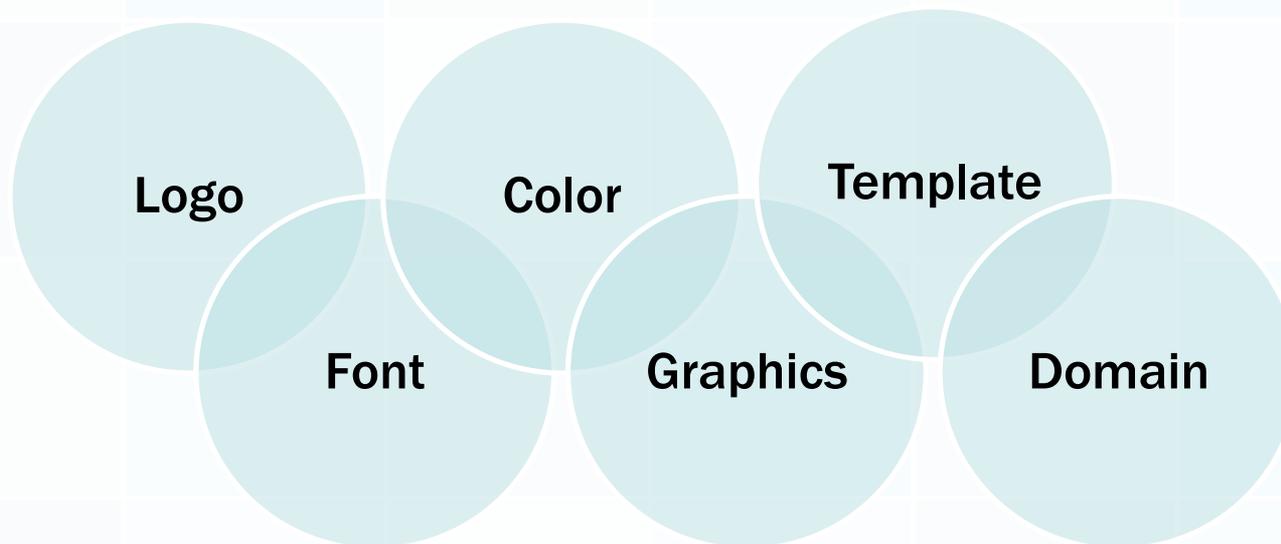


www.dmv.com/ca/california

Apr 25, 2012 – **DMV.com California** provides guides and resources for helping you solve **DMV** to save ...

What Is California's Brand

■ It's not just the logo



Style guide

■ The CA.gov “style guide” is available on WebTools

- Look-and-feel
- Color
- Logo
- Graphics
- More!



CA.gov Domain

- California uses CA.gov domain names to market state websites and services
- The state portal uses the domain name www.ca.gov as the primary website for citizens, businesses, and visitors
- All state agencies should use the CA.gov domain in their website

Look-and-Feel

- Signifies to visitors they are on an official California site
- Allows agencies room to brand themselves
- Agencies choose the color schemes they want
- Agencies choose the layout that works for them
- Agencies have control over their own on-line real estate



Logo

- The CA.gov logo should always appear in the upper left-hand side of the header of state websites
- The logo should link directly to the state portal

CA.GOV LOGO



- The logo must appear at upper left corner with a link back to the CA main home page (www.ca.gov).
- Must use the specified size (102 x 78 pixels); placement and dimensions not to be altered.
- The colors of the logo should match the overall design and color scheme; colors not be altered.
- [Download the logo](#)

Color

- A core family of colors has been established as a starting point
- Other colors are chosen at the discretion of the designer and should be harmonious with the core-family palette
- Tested for accessibility so agencies don't have to

SANTA BARBARA (DESIGN03B)



#253B5A

#B77B01



#233B5A

#014E77

#605746

Typefaces

- Consistent typography helps establish a distinctive look and reinforces the connection between the state portal and its sub-branded agency sites
- The typeface has been carefully chosen to represent the primary attributes of the CA.gov brand

Agency Sub-Branding

- The CA.gov logo appears in the left side of the header on every state agency website, with a link back to the state portal
- Agency websites should be sub-branded to include their logo or agency name to the right of the CA.gov logo

Header Rules

1. The agency brand graphic shall appear at the top of every web page just to the right of the portal brand.
2. The agency brand graphic must be saved on the individual website.
3. The agency brand graphic will have an alt tag stating the name of the agency or department.
4. It resides directly to the right of the CA.gov brand logo.
5. The agency brand banner should not exceed 50 pixels in height.



Content (or Body)

- This is the main content display area and there are few restrictions regarding look-and-feel
- Agencies are free to create content for this area as they wish
- Containers and graphic elements that have been carefully designed to match the look-and-feel of the state template have been provided as a starting point



Footer

- **Universal to all content**
- **Should appear at the bottom of all pages**
- **Should be consistent with the color scheme and font selection**
- **Contains links to policies, conditions of use, privacy policies, and any other policy links specific to agencies**

Social Media

■ Cross-brand your social media sites, too



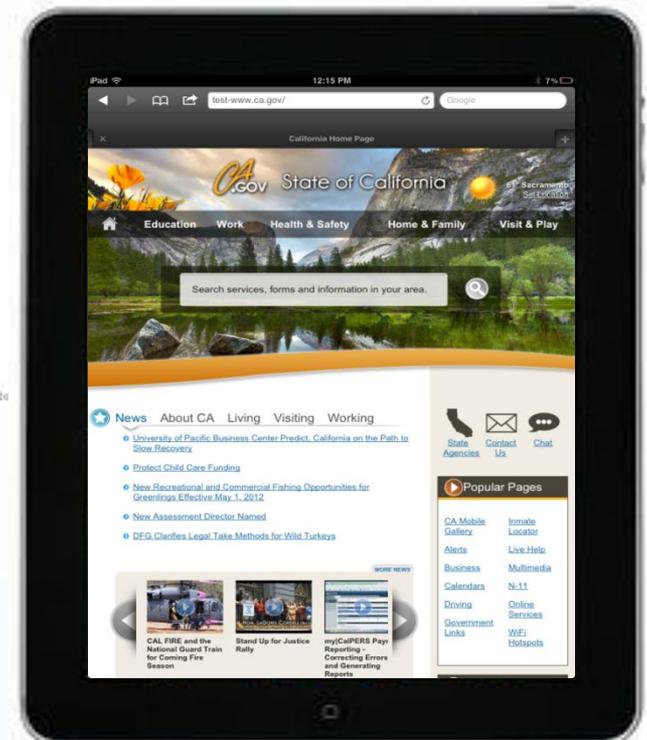
For help, go to webtools.ca.gov

What's New

- Responsive design aimed at widescreen, smaller screen, tablets, mobile
- Touch-friendly features
- Instant, location-based search
- Dashboard displays of real-time analytics
- Dynamic news, video, and social media feeds
- Mobile application gallery
- And more!



© 2009 CBS Info



Touch-Friendly Features



09/12/11- Right Care Initiative: Dr. Bruce McCarthy

Butte County CalRecycle Illegal Dump Cleanup

CLEOPA Exhibit OPEN [T sec]

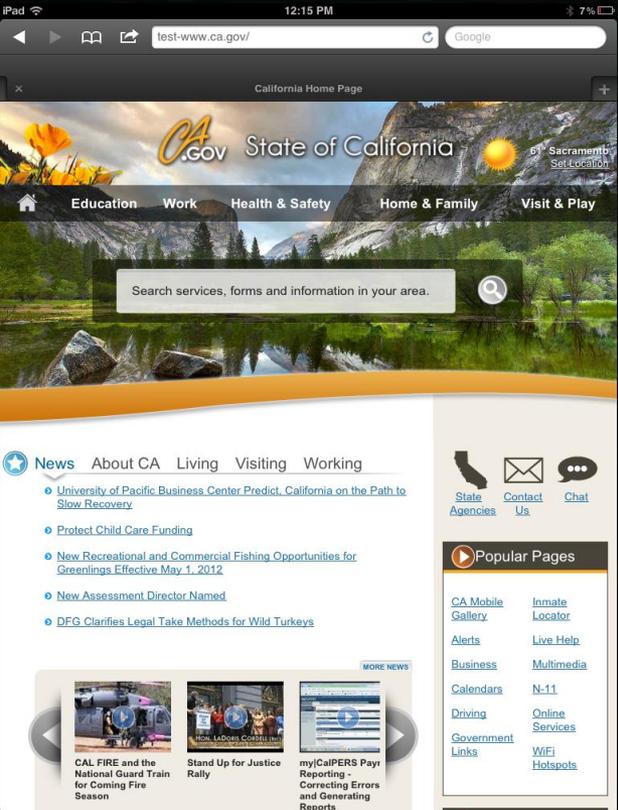
Connect

Latest Tweets by CA.gov

 **CA_DMV:** Tweet it. Facebook it. However you want to do it, make sure you spread the word about our new Young Drivers webpage. <http://t.co/8S6MUB0B>

Posted a few seconds ago on [twitter](#) via devices

[MORE TWEETS](#)



California Home Page

CA.gov State of California

Education Work Health & Safety Home & Family Visit & Play

Search services, forms and information in your area.

News About CA Living Visiting Working

- University of Pacific Business Center Predict, California on the Path to Slow Recovery
- Protect Child Care Funding
- New Recreational and Commercial Fishing Opportunities for Greenlings Effective May 1, 2012
- New Assessment Director Named
- DFG Clarifies Legal Take Methods for Wild Turkeys

Popular Pages

- CA Mobile Gallery
- Inmate Locator
- Alerts
- Live Help
- Business
- Multimedia
- Calendars
- N-11
- Driving
- Online Services
- Government Links
- WiFi Hotspots

Instant, Location-Based Search

The image shows a screenshot of the CA.gov website. At the top, there is a navigation bar with links for Education, Work, Health & Safety, Home & Family, and Visit & Play. A search bar in the center contains the text 'dmv'. Below the search bar, a dropdown menu displays a list of search results related to 'dmv', including 'dmv online', 'dmv department motor vehicles', 'dmv vehicle registration', 'dmv license fee', 'dmv vehicle registration fee', 'dmv field offices', 'dmv auto registration', 'dmv title transfer', and 'dmv car registration fee'. To the right of the search results, a map shows the location of the search results, with a red pin indicating the location of the search results. A blue callout box with a white arrow points to the map, containing the text 'Set Location, Get Local Results'. The background of the website features a scenic image of a mountain range with a sun and a river.

CA.gov State of California

Education Work Health & Safety Home & Family Visit & Play

dmv

All of CA.gov Forms Services

[Driver License Information](#)
Main Categories. IID Pilot Program - New California Driver Licenses, ID Cards - California Driver License and Identification SecureCard Brochure (PDF) - DMV ...

[Appointment System](#)
Welcome to the DMV Appointment System. For faster service, please make an appointment before you visit a DMV office. The online appointment system does ...

[Online Services Category List](#)
To notify DMV that the currently registered vehicle is not being operated or parked on ... For faster service, make an appointment before you visit a DMV office.

[California Department of Motor Vehicles](#)
The Department of Motor Vehicles enhances the safety of California's roads by ensuring the integrity of the driver's license; protects identity by ensuring the integrity of the driver's license; and monitoring of ...

dmv
dmv
dmv online
dmv department motor vehicles
dmv vehicle registration
dmv license fee
dmv vehicle registration fee
dmv field offices
dmv auto registration
dmv title transfer
dmv car registration fee

75° Rancho Cordova
Set Location

Set Location, Get Local Results

Antelope Citrus Heights Folsom El
Rio Linda North Highlands Fair Oaks Gold River
Arden-Arcade Rosemont
View more location results...

Dynamic Feeds

Your Feeds

News.ca.gov

CA.gov Portal



The screenshot shows the News.ca.gov website interface. At the top, there's a navigation bar with links for HOME, BUSINESS, EDUCATION, GOVERNMENT, HEALTH & SAFETY, FAMILY, and VISIT. Below this is a 'Latest News' section with three articles:

- DFG Sues Army Corps to Protect Fish and Wildlife Around Levees** - Posted 48 minutes ago by CA DFG News. The California Department of Fish and Game (DFG) sued the United States Army Corps of Engineers (Corps) today. DFG claimed in its lawsuit that the Corps failed to comply with the federal Endangered...
- Reemployment and Eligibility Assessment 2012 (Updated May 21, 2012)** - Posted 1 hour ago by www.edd.ca.gov. Reemployment and Eligibility Assessment...
- Job fair in Ontario** - Posted 1 hour ago by www.edd.ca.gov. Job fair in Ontario continues Governor's initiative...

Below the news section is a search bar with the text 'Search services, forms and information in your area.' To the right, there's a 'Visit his Website Office of Governor EDMUND G. BROWN JR.' section and an 'On Twitter' section with a tweet from CaltransDist10 about a freeway closure. At the bottom, there's a 'Popular Pages' section with links like 'CA Mobile Gallery', 'Inmate Locator', 'Alerts', 'Live Help', 'Business', 'Multimedia', 'Calendars', and 'N-11'.

Dashboards

- Near real-time
- Automatically updated
- Google Analytics API
- Rich infographics and statistics
 - Number of visits to all CA.gov websites
 - Graph and maps with pinpoints
 - Mobile visits
 - Featured stats
 - Most searched keywords
 - Social media ticker
- <http://ca.gov/Apps/>



Mobile App Gallery

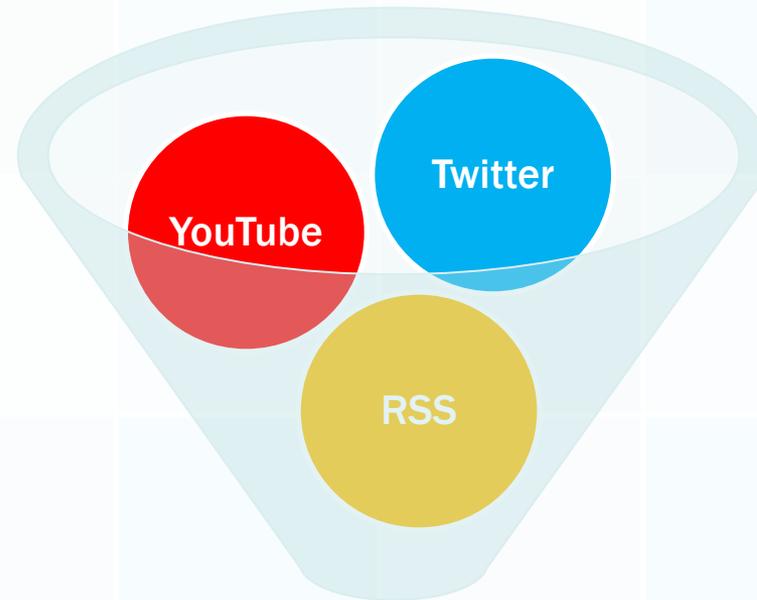
- 40+ apps
- 30+ departments
- <http://ca.gov/Mobile>
- Web-based, iPhone/iPad, and Android

The screenshot displays the 'California Mobile Gallery' website. At the top, it features the California state logo and the text 'California Mobile Gallery'. Below this, a navigation bar includes 'Default View', 'List View', 'All', 'Mobile', 'Web', 'Android', and 'Apple'. The main content area shows a grid of app cards for different departments:

- Alcohol Drug Programs, Department of**: Prevention, Treatment & Recovery Support. Description: Treatment help, problem gambling therapists, county programs. [Mobile Website >>](#)
- Arts Council, California**: Festivals by location, arts jobs, artist calls, grants. [Mobile Website >>](#)
- Automotive Repair, Bureau of**: Smog stations, smog checks by VIN, smog checks by license plate. [Mobile Website >>](#)
- Boating and Waterways, Department of**: Locate boating facilities by counties or contact facility directly. [Mobile Website >>](#)
- CAL FIRE**: Current CAL FIRE. [Mobile Website >>](#)

We need your help

- Tell us when you add social media accounts and RSS feeds
- Tell us when you create mobile apps
- Join Statewide Google Analytics



News.ca.gov

CA.gov Portal



Questions

- Templates for state agencies and departments coming soon
- info@eservices.ca.gov
- WebTools.ca.gov

Thank you!